



#### YAHOO! 1999 ANNUAL REPORT

Welcome to Yahoo!, the only place anyone in the world needs to go to find and get connected to anything or anybody. More and more, Yahoo! has become an essential part of people's lives.

*Tear out these postcards and share Yahoo! with your friends.*

**EL MUNDO****LEVERAGE**

As a scalable global network, Yahoo! is uniquely able to leverage its technology platform to support the changing needs of consumers and businesses all around the world.

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PUT YOUR LIFE  
IN HIGH GEAR  
WITH YAHOO!

*Imagine life without cars or public transportation. Yahoo! and the Web are rapidly becoming just as essential to people, organizations, and businesses.*





### *The choice is yours*

Yahoo! is an open, independent destination for information aggregated from a variety of sources around the world.

Our users trust us to provide the widest range of perspectives and content. You always have a choice and a voice on Yahoo!, from selecting your favorite news source on My Yahoo!, to voicing your opinion on Yahoo! Message Boards.

## *Post Card*

To \_\_\_\_\_

\_\_\_\_\_

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## POST CARD

**Trust.** More than 100 million individuals have put their trust in Yahoo!. When you share your personal preferences and interests with Yahoo!, we take that responsibility seriously. In turn, we provide you with the best Web experience tailored to your needs.

Correspondence

Address

loins grâce

je vais



à Yahoo!



The world at your door. Yahoo! is a truly global network, made up of 21 world properties and over 12 different languages, each managed by local Yahoo!.

Carte Postale

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YAHOO!



#### LET'S BE HUGE TOGETHER

Over 3,550 advertisers and 9,000 merchants choose Yahoo! as the platform to reach their audience and buyers. Advertisers have ranked Yahoo! as the "best ad value" and the "best environment for advertising" (Advertising Age, October 1999).



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#### FIND ANY AUDIENCE.

Yahoo! Fusion Marketing helps companies reach people interested in their products and services, no matter where they are.



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### *Connect with anyone*

Communicate with consumers in more than 12 languages.  
Find new customers across the country or around the  
world. Fusion Marketing on Yahoo!'s global network  
gets your message heard.

Correspondence

Address

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#### SELL ANYTHING

Yahoo!'s commerce platform enables sellers to drive transactions through their own site or on Yahoo! Shopping, Yahoo! Stores, or Yahoo! Auctions.

A GENUINE  
YAHOO!  
POSTCARD



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YAHOO!



**FUSION MARKETING ON YAHOO!**

**POST CARD**

GET MEASURABLE RESULTS. Combining targeted programs and research services allows today's marketers to maximize results with Yahoo! Fusion Marketing.

Correspondence

Address

YAHOO!



WHAT IS GOOD FOR CONSUMERS  
IS ALSO GOOD FOR BUSINESS

With Yahoo!, consumers have a trusted place  
to find the information and services they need.  
Is there a better place to market and sell?

STAMP

YAHOO!



#### BE YOUR OWN BOSS

Through services like Yahoo! Store, Yahoo! Classifieds, and Yahoo! Auctions, you can easily launch and grow your own business. Even local merchants can leverage the power of Yahoo! Fusion Marketing to reach an audience around the world.

Post Card

A Genuine Yahoo! Postcard

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YAHOO!



YAHOO!

COMMERCE AND COMMUNITY. Your local flea market or garage sale are not only ways to exchange goods, they are meeting places. Yahoo! brings this unique combination of commerce and community online through Yahoo! Auctions and Yahoo! Classifieds.

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YAHOO! IS A TRADEMARK

YAHOO!



Once people have found each other, Yahoo!'s community tools help them build lasting relationships. Through Yahoo! Chat, Yahoo! Clubs, Yahoo! Message Boards, and Yahoo! Geocities, Yahoo! helps bring people together.

Post Card

To \_\_\_\_\_

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YAHOO!



Es rápido, es gratis, es fácil

Through popular services such as Yahoo! Mail, Yahoo! Instant, and Yahoo! Greetings, Yahoo! has become an essential way to stay in touch.



*Tarjeta Postal*





ON THE MONEY. From monitoring your bank account and stock portfolio, to scheduling the payment of monthly bills, Yahoo! Finance makes it easy to manage your money.

A Yahoo! Finance Product



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YAHOO!



**SPORTS, UP CLOSE AND PERSONAL.** Get the latest scores and statistics, along with sporting news and inside scoops, player information, and Fantasy Sports games. On Yahoo! Sports, you'll find others with a passion for sports, just like you.



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**SEE THE WORLD WITH YAHOO! TRAVEL.**

Millions of businesses and individuals use Yahoo! every day to plan vacations, book reservations, find hotels, and learn about the world around them. Run voyage!

**POST CARD**

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**YAHOO!**



The latest headlines, the hottest trends, the newest release. Whatever information you crave, in whatever form you want it, Yahoo! News brings it to your door all day every day.

To \_\_\_\_\_

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YAHOO!

# FACIAL HAIR TYPES



The 100%  
Hollywoodian



The 100%  
Mutton Chops



The 100%  
A la Bismarck



The 100%  
French Furb



The 100%  
Headliner  
and Chin Pad



The 100%  
Van Dyke



The 100%  
Friendly  
Mutton Chops



The 100%  
Bulldog



The 100%  
Short Beard Beard



The 100%  
Gothic



The 100%  
Chin Curtain



The 100%  
Bulldog  
Mutton Chops



The 100%  
Pencil Mustache



The 100%  
Frank Jones



The 100%  
Yahoo!



The 100%  
Napoleon III  
Imperial

MAKE YAHOO! YOUR OWN  
My Yahoo! allows you to craft a completely unique online  
experience, based on your own needs and interests.

X \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



#### A PLACE FOR KIDS

Yahoo! Kids gives kids a safe place on the Web, designed just for them by certified educators. It's fun for kids, and peace of mind for parents.

PLACE  
STAMP  
HERE

YAHOO!



#### THINK LOCALLY, ACT LOCALLY

Whether you're native or not, you can uncover hot spots, find your way around, discuss local issues, and even land a new job. Yahoo! Get Local connects you to the information that is a vital part of belonging to your local community.



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### Common Ground

Whether you are a club of two, or a group of thousands,  
Yahoo! helps you find and connect with anyone.

## Post Card

To: \_\_\_\_\_

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### *Driving Forward*

Yahoo! is well poised for the future in the areas of rich media, globalization, mobilization, business services, and voice services.



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### *Yahoo! Everywhere*

Think about all the places you'd want to yahoo. Yahoo! is now available on mobile and non-PC devices, such as PDAs and cell phones.

*Correspondence*

*Address*

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**YAHOO!**



OPEN ALL NIGHT

With over 21 locations around the world to serve you and more to come.

Argentina [www.yahoo.com.ar](http://www.yahoo.com.ar)

Asia [www.asia.yahoo.com](http://www.asia.yahoo.com)

Australia & New Zealand [www.yahoo.com.au](http://www.yahoo.com.au)

Brazil [www.yahoo.com.br](http://www.yahoo.com.br)

Canada [www.yahoo.ca](http://www.yahoo.ca)

China [www.yahoo.com.cn](http://www.yahoo.com.cn)

Chinese [www.chinese.yahoo.com](http://www.chinese.yahoo.com)

Denmark [www.yahoo.dk](http://www.yahoo.dk)

En Español [www.espanol.yahoo.com](http://www.espanol.yahoo.com)

France [www.yahoo.fr](http://www.yahoo.fr)

Germany [www.yahoo.de](http://www.yahoo.de)

Hong Kong [www.yahoo.com.hk](http://www.yahoo.com.hk)

Italy [www.yahoo.it](http://www.yahoo.it)

Japan [www.yahoo.co.jp](http://www.yahoo.co.jp)

Korea [www.yahoo.co.kr](http://www.yahoo.co.kr)

Mexico [www.yahoo.com.mx](http://www.yahoo.com.mx)

Norway [www.yahoo.no](http://www.yahoo.no)

Singapore [www.yahoo.com.sg](http://www.yahoo.com.sg)

Spain [www.yahoo.es](http://www.yahoo.es)

Sweden [www.yahoo.se](http://www.yahoo.se)

Taiwan [www.yahoo.com.tw](http://www.yahoo.com.tw)

UK & Ireland [www.yahoo.co.uk](http://www.yahoo.co.uk)

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#### WATCH AND LISTEN

As bandwidth grows for mainstream consumers, Yahoo! will continue to bring users an increasingly rich online experience, integrating streamed audio and video throughout the Yahoo! network.

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www.yahoo.com

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#### GET DOWN TO BUSINESS

In addition to using Yahoo! to connect with customers, businesses use Yahoo! to communicate with employees, suppliers, and investors through Corporate Yahoo!, Yahoo! Broadcast, Yahoo! NetRoadshow, and the Yahoo! B2B Marketplace.

POST CARD



#### VOICE ON THE WEB

Yahoo! offers users simple, easy-to-use voice-enabled services in Yahoo! Messenger, Yahoo! Chat, and Yahoo! Clubs. These services allow people to conduct real-time conversations using the Internet. Watch as we continue to integrate voice across relevant areas of our network to better serve our consumers.

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#### THE FUTURE.

No one can predict the future, but by listening to our users and observing audience trends, Yahoo! is constantly evolving and growing to anticipate and meet the needs of people worldwide.

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All the best  
TK



Dear Shareholders,

We set out five years ago to build Yahoo! into the only place anyone in the world would have to go to find and get connected to anything or anybody. Our goal was to attract and retain as large a global audience as possible and give consumers a single, trusted, and comprehensive place to go for all of their daily needs, be it content, things to buy, or ways to communicate with each other. From a business perspective, we set out to create a global, comprehensive, branded network. During 1999, we continued to be very aggressive and made truly significant progress in growing our global enterprise. We finished the year having established a massive global audience, and on a financial basis we consistently exceeded expectations delivering record revenues and profits, while simultaneously investing heavily in growing our market share ...

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Koogle".

Tim Koogle  
Chairman and Chief Executive Officer, Yahoo! Inc.

P.S. Find the rest of my letter at <http://docs.yahoo.com/info/investor/>

YAHOO!





Chief Yahoos  
David Filo and Jerry Yang



Y7



Do You YAHOO!?

YAHOO! INC.  
3420 Central Expressway  
Santa Clara, CA 95051  
408.731.3300

PLACE  
STAMP  
HERE

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